



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 49, NO. 59

NEW YORK, THURSDAY, DECEMBER 29, 1949

TEN CENTS

## SEE REVENUE OF \$435 MILLION FOR '49

### Staying In Radio-TV, Dorothy Schiff Insists

Dorothy Schiff, publisher of New York Post and owner of KLAC-TV, Los Angeles, and KLAC, said yesterday "I do not intend to sell KLAC and KLAC-TV. During this past week I refused two offers that were in excess of \$1,250,000. It is my sincere intention to remain in the television and radio business. KLAC and KLAC-TV have progressed far beyond any of our expectations. From progress of late it appears that KLAC-TV will be one of first television stations in a major city to strike black."

### Hughes Forms Company For Sale Of AM-TV Shows

Chicago—Formation of a new service for stations called Rush Hughes Radio and Television Features was announced here this week by Hughes, 25-year radio veteran, who said he will offer a "sales-aid" service to a 12-state area.

Rather than syndicating shows, Hughes said he will aid stations to sell shows patterned after successful ones he has aired and will "break" (Continued on Page 2)

### Graham, Cone Named To D. Of C. Committee

Washington Bureau of RADIO DAILY  
Washington — Appointment of Philip Graham, president of WTOP, Washington, and publisher of the Washington Post, as vice-chairman of the Commerce Department's Advertising Advisory Committee has been announced by Secretary of Commerce Charles Sawyer.

Stuart Peabody, assistant vice- (Continued on Page 3)

### \$64 Question

"What one book, one play, one movie—and one entertainer—do you think has the best chance of being remembered 50 years from now?" is the question being put to WNEW listeners by Gilbert Seldes on his Lively Arts program. On Sunday, January 1 at 10 p.m. Seldes will broadcast his listeners' opinions majority choices.

### Debate

"Television, 1950 — Good or Bad?" will be the topic on the American Town Meeting of January 3 over ABC from 9 to 9:30 p.m. Cartoonist Al Capp will support the good side while Norman Cousins, editor of the Saturday Review of Literature, will take the opposite viewpoint.

### Bowl Broadcasts Set For New Year's Day

CBS, which has exclusive broadcast rights to both the Rose Bowl and Orange Bowl grid classics on January 2, has planned extensive pre-game coverage of festival activities prior to the actual game broadcasts.

The web kicked-off its previews of the Pasadena Rose Bowl Game with a special broadcast on Dec. 23 from the West Coast which featured a top roster of CBS talent and the Queen of the 1950 Tournament of Roses, Marion Brown, a Pasadena College freshman and her six-girl court of honor. The network also (Continued on Page 6)

### Clay Morgan Resigns As Executive Of NBC

Clay Morgan, an executive of NBC for 13 years, 12 of which he served as assistant to the president, has resigned as of December 31 to enter business for himself as an independent public relations and publicity consultant.

Morgan, widely known in press (Continued on Page 2)

## Don Lee License Renewed; Coy Voted For Revocation

Washington Bureau of RADIO DAILY  
Washington — Although it found the network in wilful violation of the network rules, a majority of the FCC has voted to renew the station licenses of the Don Lee Broadcasting System. Chairman Wayne Coy and Commissioner Frieda B. Hen-nock voted to revoke the licenses, while Commissioner Paul Walker did not participate. The stations are

### NAB Expects Figure 4.5% Above '48, But Operating Expenses Are Up For Member Stations, Webs

### Threat Of Web Strike Continued Yesterday

Directors affiliated with the New York local of the Radio and Television Directors Guild "will definitely go out on strike sometime Saturday, Dec. 31" if their demands for network recognition and wage and hour adjustments are not met. Ben Meyers, attorney for the Guild yesterday told RADIO DAILY between negotiation meetings at NBC. Meyers said that the major obstacle "at (Continued on Page 2)

### Soap Company Using Spots On 6 ABC Outlets

Colgate-Palmolive-Peet Company has signed a contract of \$205,738 for spots during 1950 on six ABC stations. The order covers 80 announcements and participations a week on WJZ, New York; WENR, Chicago; (Continued on Page 3)

### Sellers Will Join NAB To Serve FM Division

Washington Bureau of RADIO DAILY  
Washington — NAB announced yesterday that Edward L. Sellers, formerly executive director of FMA, will join its staff on Jan. 1. FMA is in the process of merging with NAB, (Continued on Page 2)

Washington Bureau of RADIO DAILY  
Washington — NAB predicted yesterday that the total 1949 broadcast revenue will top \$435,000,000. This is 4.5 per cent better than last year, but operating expenses are believed to have risen 4 per cent. A possible fresh decline in overall average profits in 1949 was foreseen by (Continued on Page 3)

### Symphonic Series Set For ABC Presentation

The realms and mood of true American orchestral music will be explored by the American Arts Orchestra under the direction of Karl Krueger on a new ABC series from 10 to 11 p.m. (EST) beginning Tuesday, February 6.

Dr. Krueger, one-time conductor with the Detroit Symphony Orchestra, is now in the process of integrating the new orchestra group. He said for the first season "the American (Continued on Page 3)

### Hudnut Will Sponsor New Winchell Series

Walter Winchell will get a new sponsor, William R. Warner & Co. Inc. in behalf of Richard Hudnut Permanent Wave and other hair products, on January 1 for his ABC (Continued on Page 3)

### Overseas Interview

Israel G. Jacobson, director in Hungary for the American Joint Distribution Committee who was held a prisoner and expelled by Hungary, was heard on the NBC News of the World program last night at 7:15 p.m. Jacobson was recorded on tape by the network following his release by the government in control in Hungary at the present time.

KGB, San Diego, KDB, Santa Barbara, KFRC, San Francisco, and KHJ and KHJ-FM, Los Angeles. In view of the extensive findings in which the Commission sets forth violation after violation of the network rules, the decision to renew appears to be supported only by a desire on the part of the Commission not to tear apart the entire (Continued on Page 6)

## COAST-TO-COAST

### New WHDH Musical

Boston, Mass. — A new Sunday quarter-hour, presenting mezzo-soprano Murielle Halle, has been logged by WHDH. Sponsor is the Habitant Soup Company of Manchester, New Hampshire and Montreal. The program, titled "Revue Musicale," also features organist Kenneth Wilson, Bill Green at the piano and violinist Don Gordon. Musical comedy hits, light classics and French art songs are the show's ingredients.

### WTAM Receives Award

Cleveland, O.—WTAM has been presented with a Safety Award by the Greater Cleveland Safety Council and the Industrial Commission of Ohio. As group winner, WTAM was cited for "outstanding effort and achievement by their supervisory forces and employees" in maintaining such a high safety standard. Jacob E. Hines, WTAM program director, represented the station at the presentation luncheon and received the award in WTAM's name.

### Quinn Added To WBTB Staff

Charlotte, N. C.—Bill Quinn, formerly with radio station WTYC in Rock Hills, S. C., has been added to the production staff of television station WBTB, according to an announcement by Larry Walker, director of the WBTB television operation. Quinn is working with Charles Bell, production manager. He has been associated with the Columbia University station in N. Y., WKLB at North Adams, Mass., as continuity chief; assistant program director of the rural radio network at Ithaca, N. Y. prior to his work in Rock Hill.

### Triple Celebration

Philadelphia, Pa.—Ramon Bruce, disc jockey of radio station WHAT, presented the third "Snap Club" dance on December 16th. The "Snap Club" is a program conducted by Ramon Bruce heard daily over WHAT, boasting a membership of over 10,000. Each month a dance is held for the members at one of the local dance halls. On December 16th, there was a triple celebration, the monthly dance, the birthday of Ramon Bruce, and his 4th anniversary at WHAT.

### Local Contest Winners

North Platte, Neb.—The winner of a speech contest jointly sponsored by the Junior Chamber of Commerce here and radio station KODY has been declared the winner of the statewide "I Speak For Democracy" competition. Miss Lorna Wilson from here was declared the state winner over 18 finalists at Lincoln. A transcription of her speech will be sent to Tulsa, Oklahoma, for the regional finals.

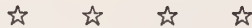
### Jerry Grove Joins WHAT

Philadelphia, Pa.—Jerry Grove has joined the announcing staff of WHAT. Jerry was formerly with station WIP.



### Man About Manhattan . . . !

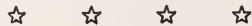
● ● ● **BIGTOWN SMALL TALK:** A west coast radio columnist is toying with the idea of starting a letter-writing campaign to draft Fred Allen back to the airwaves. He can have our signature right away. . . . Lennen & Mitchell very happy with the new Hooper. Old Gold is the only advertiser to wind up with two TV'ers among the top ten—"Stop the Music" in 4th slot and "Amateur Hour" in 9th. Agency especially tickled since both shows are so low-budgeted. . . . Hy Gardner to be heard as crystal-ball'er on "We the People" tomorrow. . . . Vic Sack, director of CBS' "Grand Slam," planned to San Francisco to tie the well-known knot. . . . Marion Dougherty joining J. Walter Thompson as assistant to Bob Tucker, head of talent. . . . Earl Peed, editor of Telecast, will be a Daddy before the new year is a month old. . . . Iven Newman, WVNJ veep, huddling with the Daily Mirror's Over-the-River columnist, Eddie Zeltner, regarding a nitely series of chatter beamed for the L. I.-Bklyn trade. . . . Best of the TV spots, in our book, are Spry and BVD. Of the 'live' spielers, give me Rex Marshall batting for Auto Lite on "Suspense."



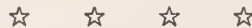
● ● ● Credit Alton Alexander with a sensational adaptation of "Alice in Wonderland" and dip your lid to Lester Lewis for putting on a great Christmas Eve stanza on his "H'wood Screen Test"—probly the finest session the show has yet enjoyed. Franklin Pangborn, as White Rabbit, and Jean Aubuchon, as Alice, were thoroughly delightful in the sketch. In fact, the whole idea went over so big that for New Year's Eve, Lewis will offer "David Copperfield," with Edward Everett Horton as Micawber.



● ● ● **THE MORNING MAIL:** "Dear Sid," writes Wallace A. Walker, gen'l manager of WFCI, Providence, R. I. "I was very interested to note the item in your col'm of Dec. 22nd regarding using Walter Kiernan on a big night-time variety show. I have talked to ABC many times in the past two years urging the exact same thing. Many other station managers have agreed with me and we would be most happy if someone could bring this to a head." (Ed. note: What do I hafta do now to get some action—get up a petition?)



● ● ● Incorporation of the firm of Roger Brown, Inc., as successor to the Earle Ferris Co., Inc., has just been announced. All stock in the predecessor company has been obtained by Brown, who is the firm's new president. Earle Ferris will serve as chairman of the board. Roger Brown, who's 35 years old, joined the Ferris organization in Nov. 1945, and became gen'l manager in '46. Earle Ferris will continue as a public relations counsel, as well as operating Radio Feature Service, Inc; Hope Associates Corp., and as N. Y. head of the Ferris and Harshe partnership.



● ● ● Ralph Slater, the famed hypnotist just back from a year in England, asks the col'm to contact Bob Tighe, former managing editor of Radio & Television Journal. Seems Ralph needs Tighe as a witness for a case that comes up in the Brooklyn Federal Court Jan. 4th. It further seems that the manufacturers of sleeping pills are no end irked with friend Ralph over his "Time To Sleep" record, claiming that it is impossible to be put to sleep from the playing of the record, Ralph sez if he can't prove his case, he'll eat the record—and it's made of vinalite. As an innocent bystander, our dough is on Slater. We've seen him work too often to doubt his powers. If Bob Tighe is listening in on this, he can reach Ralph at 155 W. 72nd St., N. Y. C.

## AGENCIES

**T**HE NATIONAL ADVERTISING AGENCY web will hold its annual eastern meeting in the Warwick Hotel, Philadelphia, on January 28-29. Fort Wayne, Ind., will be the scene of the western meeting on January 20-22 at the Van Orman Hotel.

KAY ROBERTS has severed affiliations with Mildred Fenton. She has retained clients Cathy Mastice, Sheriff Bob Dixon and Dickie Orlin in addition to three package shows and other deals.

SEWARD SMITH has joined the New York staff of Brooke, Smith, French & Dorrance, Inc.

STANDARD VARNISH WORKS to Lucerna Company, Inc. Radio television, newspapers, magazines and trade papers will be used.

AMERICAN HALVAH CANDY PRODUCTS have appointed the Alvin Epstein Advertising Agency. Jean Epstein is the account executive.

J. STUART MACKAY has been named assistant general manager of All-Canada Radio Facilities Ltd., effective January 1.

THE PAUL LYNN HELLER ADVERTISING AGENCY of Washington, D. C., will operate as a corporation after Jan. 1.

KING-SIZE SHOES, INC., of Brockton, Mass. to David O. Alber Associates, Inc. for a promotion campaign.

RIKERS, INC., New York Restaurant chain, has engaged William Warren, Jackson & Delaney. Radio advertising will be used. Contracts have been signed with WJZ, for a 13-week test campaign. Stevens P. Jackson is the account executive.

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METROPOLITAN AREA  
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HENRY GREENFIELD, Mg. Director N.Y. 19

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ONE OF 1001  
SUBJECTS COVERED  
IN THE

**RADIO ANNUAL &  
TELEVISION  
YEAR BOOK  
for 1949**



## Renew Don Lee Web License; Coy Opposed

(Continued from Page 1)

structure of today's network broadcasting. It is well authenticated that the Commission has before it charges of as serious a nature against the major networks. Had it refused to renew the Don Lee licenses it might have been forced to take similar action against the national network, in view of insiders here.

What seems likely is that the entire picture of network operation will be studied in a general hearing as soon as the Commission can find the time to call it. A tightening of the network rules may then be sought, with renewed warnings that compliance will be expected.

### May Revise Communications Act

In the meantime, the Commission is thought to be determined to push its efforts on Capitol Hill for revisions of the Communications Act which will make it better able to cope with violations of the sort engaged in by Don Lee. Specifically, the Commission is certain to try to win the right to impose penalties less severe than license revocation.

"Had the authority to order a suspension, assess a penalty or impose some other action of less than a 'death sentence' we should have no hesitancy whatsoever in doing so in this case," the Commission majority said yesterday.

Earlier in the same paragraph it stated after 43 paragraphs of findings of violation that "we are convinced that the attitude which responsible Don Lee officers displayed in this record with respect to the Commission's chain broadcasting regulations—an attitude which can at best be characterized as one of indifference — warrants critical examination of the qualifications of the applicant to be a broadcast licensee."

### Jones Supports Miss Hennock

Commissioner Robert F. Jones, one of the majority, said he agreed with Miss Hennock's dissent, but that he could not deny the Don Lee renewals because "the activities of other major networks described in complaints and other facts in the Commission files parallel the prima facie evidence upon which the Commission designated the Don Lee applications for renewal on February 15, 1946. Since no other major networks' licenses have been designated for hearing while the instant proceeding has been pending, equal justice under the Commission's network rules requires that the licenses of Don Lee Broadcasting System be renewed."

**AC - DC Transcription Players  
Tape, Wire, Disc Recorders  
Sales-Rentals-Service  
MILLS RECORDING CO.  
161 N. Michigan Ave.  
Chicago, Ill. De 2-4117**

## WINDY CITY WORDAGE

By HAL TATE

● ● ● James Shelby, radio director of the McCann-Erickson ad agency, left over the week-end for a two-week stay in Florida. He'll spend some time in Tampa and then goes on to Miami. . . . Bradley Kincaid, the original "Kentucky Mountain Boy," now a WWSO (Springfield, Ohio) executive, will be featured guest on the Phillips 66 WLS-National Barn Dance on Saturday night. . . . New World Distributors, local DuMont TV set distributors, have renewed Frann Weigel's "Stop the Record" show on WGN-TV for an additional 13 weeks. Show, a daily hour program broadcast on WGN-TV, is a Rose Dunn-Stan Joel package. . . . Montgomery Motor Sales is trying something new in this country by starting sponsorship of Sunday soccer games over WBKB. The Sidney Clayton agency placed the business with Jack Flatley, account executive for WBKB.

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● ● ● Beulah Karney, who's been telling the gals around town what cooks for years, will probably launch a regular TV show over WENR in a few weeks. She's had sponsors like Colgate's, Celanese and others on for nearly 8 years on her WENR show. . . . Johnny Desmond, singing star of Don McNeill's "Breakfast Club," is cutting two new sides for M-G-M records. They're "C'Est Si Bon" and "If You Could Care for Me." . . . Rush Hughes Radio and Television Features gets under way shortly after the first of the year. Rush, one of radio's pioneers having been in the business over 25 years, will not set up a syndicated transcription firm, but will instead lease programs in each locality with local announcers handling the programs. Rush will personally aid stations in making sales in their respective communities. . . . Chuck Acree is now syndicating his "Something to Talk About" column to more than 200 newspapers. His Mutual "Man on the Farm" show goes merrily along.

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● ● ● Radio stars dominate the stage shows which Balaban & Katz is presenting at their neighborhood theaters for the first time in years. Jerry Colonna, Johnnie Johnston, Penny ("Blondie") Singleton head the bill at the Uptown, while Mel Torme, Ella Fitzgerald and Jerry Murad's Harmonicats have star billing at the Marbro. . . . Horace Heidt's find, Dick Contino, heads his own revue at the Southtown. . . . Allied Automobile Company has bought two shows on WBKB—both quarter-hour programs across-the-board. One stars Negro singing star Fletcher Butler while the other is a variety film program. Charles S. Timken Agency handles the Allied account. . . . Robert Savage, continuity editor of ABC in Chicago, was the author of an original script, "The Christmas Story," presented by the web last week.

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● ● ● A two-hour all-star program headed by Henny Youngman, will be presented by WGN-TV New Year's Eve under the sponsorship of the Chicago Motor Club. Art Jarrett, the Step Brothers and scores of other acts will parade before the cameras during the special New Year's Eve party. . . . Esther Rojewski, WBKB camera girl, and Tom Moore of that station's transmitter department eloped and are spending a three-week honeymoon in Florida. Phil Ruskin, a member of WBKB's crew, has been promoted to assistant director. . . . Herbert S. Laufman & Co., TV producers, proud of the records chalked up by two of their programs—Fairteen Club co-sponsored by the Fair store and Pepsi-Cola, and "Women's Magazine of the Air," sponsored by the Hyland Electrical Supply Company. Both shows have chalked up fine ratings and have been renewed numerous times by the sponsors.

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## Bowl Broadcasts Set For New Year's Day

(Continued from Page 1)

plans special programs on Dec. 29, 30, 31 and Jan. 2, featuring Red Barber, the coaches of the California and Ohio State football teams, and assorted celebrities of the sports world and the Tournament of Roses.

Also, CBS will broadcast a description of the colorful Tournament of Roses parade on Jan. 2.

Game broadcast time has been set for 4:45 p.m. to approximately 7:30 p.m. (EST) next Monday. The game will be telecast live over KTTV, Los Angeles, with filmed highlights to be shown over the full CBS-TV web on Tuesday, Jan. 3.

### Three Special Shows Set

Building up to the Orange Bowl contest which pits Santa Clara against the University of Kentucky at Miami on January 2, CBS has announced three special preview broadcasts for Dec. 28, 30 and 31.

Sportscasters Mel Allan and Connie Desmond will do a quarter-hour feature report on the 28th including interviews with Bowl officials and sportswriters. On the 29th, Allan and Desmond will interview the coaches of the Bowl contestants and on the 31st will air a description of the New Year's Eve Orange Bowl Parade at 11:15 p.m. (EST).

The actual game broadcast will be aired from 1:45 to 4:45 p.m. (EST) under the sponsorship of Gillette Safety Razor Co. over the full aural web with a live telecast over WTJV, Miami. Filmed highlights will be telecast to the full TV net on Jan. 3.

### ABC Covering Games

Accounting for a full afternoon's programming on Dec. 31, MBS will air, starting at 1:45 p.m. (EST), exclusive play-by-play descriptions of the annual Blue-Gray and East-West football classics. Sponsored by Gillette Safety Razor Co., the Blue-Gray game will emanate from Montgomery, Ala., and the East-West feature from San Francisco.

The web has also contracted for exclusive coverage of the 'Gator Bowl grid contest from Jacksonville on Jan. 2, starting at 1:45 p.m. (EST). The 'Gator Bowl game will feature the University of Missouri versus Maryland.

Mutual started building interest in the East-West game with a special preview broadcast from the San Francisco Press Club dinner on Christmas Day and also plans a Dec. 29th preview highlighted by interviews of Bowl officials, coaches of the opposing teams and well known sports figures.

### Wisner, Britt For Blue-Gray

Harry Wisner and Jimmy Britt will broadcast the Blue-Gray game and Ernie Smith and Mel Venter will describe the East-West contest.

A 'Gator Bowl preview broadcast has been scheduled for 8:30 p.m. (EST) on Jan. 1. with Al Helfer and Bob Wolfe who will do the play-by-play.

# TELEVISION DAILY

Section of RADIO DAILY, Thursday, December 29, 1949 — TELEVISION DAILY is fully protected by register and copyright

## RECEIVER-PRICE TREND IS DOWN

### TELE TOPICS

THERE'S AN OLD STORY, been around a long time, about an actor who approached vaudeville's leading impressario and offered to commit suicide on stage for \$10,000. "It'll be the greatest act you ever put on," he said. The producer thought this over for a while and then said, "Sounds good, alright, but what will you do for an encore?" . . . This chestnut came to mind as we were watching Milton Berle's return to the Texaco show after a two-week vacation. Every week Berle knocks himself out on the show and assumes an untenable position whereby he must top himself the following week. The result is that the show has fallen into a pattern that is forced and repetitious. . . . This week's edition was no exception. Berle made his entrance from the rear of the studio wearing a striped Gay '90's bathing suit and carrying a parasol. He bounded up on stage and went into his opening monologue. This was all quite familiar and there was nothing new in the rest of the show. The Bogginos tossed each other around, Harry Richman sang a few songs, Boris Karloff appeared as a "painless dentist" in a tired skit with Berle, and Leonard Sues' trumpet stint was full of sound and fury. Berle tried to get cute in the finale, "Uncle Miltie's New Year's Party," and there is nothing more unappetizing than the sight of the comedian in an Eton jacket, lace collar and shorts.

ADD TO TELEVISION's effect on the outside world dept.: In testimony before the Wisconsin Public Service Commission hearing on a fare increase for the Transit Company, Milwaukee, a spokesman for the utility cited TV as a factor for a decrease of trolley and bus riding at night. Many persons who would use public transportation at night are staying at home to watch tele, he said. Milwaukee has only one station, WTMJ-TV, and as of Dec. 1, had 60,546 receivers installed. . . . World Video prexy Henry White checks in at Hollywood's Beverly Hills Hotel Jan. 12 on a week's trip to book talent for "Celebrity Time" and look over properties for "Actor's Studio."

ACCORDING to the Radio City intelligence bureau, Burr Tillstrom and Fran Allison will journey east next month to originate "Kukla, Fran and Ollie" from New York for a week. . . . Colorful ceramic ash trays bearing a miniature receiver model are being sent to the trade by KDYL-TV, Salt Lake City. . . . Hal Tunis, WMGM disc jockey, begins a weekly talent showcase over WATV Jan. 9 under sponsorship of Tele King Corp. . . . Whatever happened to Public Prosecutor; Barney Blake, Police Reporter and Eddie Drake?

### Faulty Station Equip. Hurts Films: Johnston

One of the biggest obstacles to greater acceptance of the film in TV programming is antiquated, non-professional 16 mm. projection equipment in use at stations, Russ Johnston, former NBC film director and now vice-president of Jerry Fairbanks, Inc., said yesterday in an address before the third quarterly forum of the National Television Film Council at the Hotel Astor.

Consequently, Johnston said, even if producers make perfect films for TV, stations will favor live production because of the poor quality of projection. There is no truly professional 16 mm. projection equipment available, he said, although various laboratories are working on projectors utilizing the principle of electronic scanning. Another obstacle to good film projection, he said, is the fact that stations use iconoscopes instead of image orthicons in airing movies.

Johnston said that use of film will increase, however, because of rising costs of live production, rehearsal charges, cable charges and similar expenses. He said that Fairbanks' new multiple camera filming technique will make possible low cost films because it can bring in a half-hour film in a total of three hours.

### Keay Joins WFIL-TV

Philadelphia — Andrew I. Keay, formerly with ABC, has joined WFIL-TV in charge of sales service, working under direct supervision of Kenneth W. Stowman, sales manager. Keay was with ABC for five years.

## Heavy L. A. Viewing Reported In Survey By ATAS Committee

West Coast Bureau of RADIO DAILY

Hollywood—Set owners in the Los Angeles area watch TV from four to five hours a day on the average, according to a survey by the research committee of the Academy of Television Arts and Sciences. The committee, headed by Michael E. Kuh, reported that weekday viewing is predominant, with the largest audience available between 6 and 10 p.m.

Saturday and Sunday viewing percentages were close, with Saturday showing a slight edge, the group said. Average normal size audience was 3.67, while the largest recorded averaged 13.7 viewers per set.

### Nielsen's Top Ten

(New York, Nov.-Dec.)

Texaco Theater . . . . .	NBC	80.0
Talent Scouts . . . . .	CBS	59.1
Toast Of Town . . . . .	CBS	56.5
Lights Out . . . . .	NBC	49.7
The Goldbergs . . . . .	CBS	48.5
Studio One . . . . .	CBS	45.0
Suspense . . . . .	CBS	44.3
Philco Playhouse . . . . .	NBC	43.9
Godfrey Friends . . . . .	CBS	41.7
Ford Theater . . . . .	CBS	38.3

## NBC O&O's Option New Comm'l Spot Pix

A new pattern in TV time sales providing product and package identification of ten brands during a one-minute film spot has been developed by Earl Thomas and Russell Varney and has been signed by NBC for airing on WNBT soon after the first of the year with options for the web's other owned-and-operated stations.

### Involves Quiz

Aimed at lower budget advertisers, the operation involves a quiz built around the various products displayed in the film. Four spots will be aired each day, with the entire 13-week series to be filmed in advance.

Starting with the NBC stations, Thomas and Varney plan to have the series, titled "Spot The Sponsor," on the air in 50 markets by the end of next year. Station agrees to take the series, then sells the participations and when the contracts are in, production is begun.

## New Lines Readied To Follow Lead Of RCA, Philco

Downward trend in receiver prices, with the emphasis on more picture for less money, will be continued in the new 1950 lines about to go on the market. The two largest manufacturers, RCA and Philco, have already announced new low priced models and the other major manufacturers are expected to follow suit as new lines are introduced after the first of the year.

RCA Victor yesterday announced 14 new models in its first-quarter 1950 line, seven of which utilize for the first time the firm's new short-necked 16-inch metal-coned tube with "Filterglass" face plate, said to minimize the effects of unwanted light.

### 16-Inch Model Outstanding

Outstanding in the new line is a 16-inch table model selling for \$299.95, and a 10-inch table set in a metal cabinet at \$169.95. Another innovation for RCA is the inclusion of a 33 1/3 rpm record player in combination consoles. All sets except those in metal cabinets have built-in antennas and all TV-only models are provided with built-in phono jacks.

Leading the Philco line is a 12 1/2-inch table model to retail for \$199.95. Other new Philco sets, announced this week, range from \$229.95 to \$479.95. Frederick D. Ogilby, veepee in charge of sales, said the firm's output is now in excess of 15,000 sets a week.

Indications that DuMont plans to keep its sets competitively priced were seen by the trade in a statement yesterday by Ernest A. Marx, general manager of receiver sales, who said that the firm will continue allocations to dealers indefinitely. "even though our January, 1950 production will be double that of January, 1949."

### WNBW Boosts Rates

Washington — NBC announced a new rate schedule for WNBW, its Washington TV outlet. The rate increases announced by NBC Washington general manager, William R. McAndrew, amount to approximately 25 per cent, and take effect Jan. 16.

Program rates will be increased in class A time from \$200 per hour to \$375 per hour. Programs in class B and class C time will be increased proportionately. Although there is an increase in time charges, the required rehearsal time provision of the current rate card will be revised.

Between noon and 5 p.m., it was found, women control program selection with an average of 76.2, followed by men with 16.15 and children, 7.65. From 5 to 7 p.m. children lead in program selection with 46, followed by women, 29.25, and men, 24.75. Men control the selector switch from 7 to 11 p.m., with 59.8, followed by women, 35.35, and children, 4.85.

General preferences for suggested programming were films, newer films and name stars. In specific categories, fashion shows, programs for children and more educational shows were the top choices.

## PLUG TUNES

On Records and Transcriptions

## TELL ME WHY

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Recorded By

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Dick Haymes	Curt Massey
Kay Kyser	Jerry Falligant

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Jerry Johnson  
Gen. Mgr.

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STASNY MUSIC CORP.

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PEGGY LEE-MEL TORME	Capital
JACKIE PARIS	National
FRANK SINATRA	Columbia

with others to follow

ROBBINS MUSIC CORPORATION

## WORDS AND MUSIC

By PINKY HERMAN

● ● ● TIN PAN ALLEY OOPS:—The three Robbins, namely Jack, Howard and Buddy, may start taking bows for setting a terrific pace for a comparatively new firm. . . . J. J. outbid several major publishers for the rights to the "Gentlemen Prefer Blondes" score and two numbers in the hit musical, "Bye Bye Baby" and "Just A Kiss Apart" are both up there with the nation's 'most-performed-songs.' . . . ● Just about here we think is the proper space to tell how much we like deejay Howard Malcolm's WCOPesetic New Year Greeting. . . . quote:—here's hoping you have a nifty fifty. unquote:—Woody Woodland, prexy of WCSS, Amsterdam, N. Y., mailed all Morey Amsterdam's Christmas Greetings from that lively little burg nestled in the foothills of the Mohawk Trail. . . . thus even Morey's Yuletide cards bore the postmark, "Amsterdam." . . . ● Jack CBSmith, on whose programs have appeared numerous guests, will himself make a guest appearance Monday when he will be heard on Gordon McRae's NBCoast-to-coaster, "The Red Mill." . . . ● Red Benson, whose clowning Fridays over WOR-TV, is big time, may add to his chores by accepting a disk jockey stint on a major network. . . . Red not only can spin and chin with the best of the platter turners, but can also write a tune and, what's more, sing it. . . . ● A new song, written by Jerry Bock will be preemed on "Carolina Calling" CBSunday morning at 8,30 via WBT, Charlotte. . . . ditty is titled, "Charlotte From Charlotte, N. C." (are you reading Ken Treadwell? . . . we'll be a-listening.)

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● ● ● Perhaps a personal background as an orchestra leader may have something to do with it. . . . former Ork Pilot George Paxton, whose music firm is scarcely two years old, has three current numbers listed with the leading songs of the day. . . . "I Wanna Go Home With You," "If I Ever Love Again" and "There's No Tomorrow." . . . ● Duke Niles joins the Fred Fisher Music Co. next week. . . . firm is working on several Fred Fisher tunes featured in the current 20th Century-Fox musical, "Oh, You Beautiful Doll." . . . ● When we first heard them, we predicted prolonged popularity. . . . we're referring to the two Beasley Smith-Haven Gillespie sockeroos, "That Lucky Old Sun" and "Old Master Painter" published by Robbins Music Corp. . . . ● Joe Santly and his son Harry, have formed a new pubbery, Sanson Music, their initial plug tune, "Happy Valley," clefted by Cliff Friend. . . . ● Bernie Wayne and Margarite James have placed a commercial ballad with Porgie Music. . . . the complete title is "I Don't Know Whether To Laugh Or Cry Over You." . . . Jeannette Davis' Columbia waxing will launch the song when it is released next week. . . . ● Seemingly unaware of the battle of the Giants, (for Color TV or not,) the public goes blithely along demanding new sets. . . . and wisely determined to worry about color TV only when it has been perfected and marketed.

☆ ☆ ☆ ☆

● ● ● ON AND OFF THE RECORD:—Capitol has another good biscuit cut by Ray Anthony's Band in "Sitting By The Window" flipped with an instrumental rendition of "Dixie." . . . top deck, features a nice warbling effort by Dick Noel with support by the Skyliners. . . . ● Count Basie bounces back into the limelight with a Victor disk which should get plenty of juke box play. . . . platter features a sort-of combined instrumental-and-choral version of "St. Louis Baby" reversed with "Normania," strictly in the Basie groove. . . . ● After nine years on WAAT, Disk Jockey Dave Miller, moves his waxings and chatter to WPAT where for the next five he'll be heard five hours a day, seven days a week. . . . (Strictly a Miller-diller). . . . ● Jerry Wayne should add to his laurels and number of fans with his latest Columbia waxing of "Send Ten Pretty Flowers" with the rhythmic "Blue Ribbon Gal." . . . with backing by a choral group and Hugo Winterhalter's bright orchestral accompaniment, this one is labeled HIT. . . . ● Maestro Johnny Long is now a Colonel on the staff of Governor (Louisiana) Earl K. Long.

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— ◆ — ◆ —

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